

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. <b>DEM1P001</b>		SERIAL NO. <b>09/741,958</b>	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT <b>Neal et al.</b>			
				FILING DATE <b>12/20/2000</b>		GROUP <b>3628</b>	
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.R./	AA	7,062,447	06/13/06	Valentine et al.			
/A.R./	AB	2004/0243432	12/02/04	Kelly et al.			
/A.R./	AC	2005/0108070	05/19/05	Kelly et al.			
<b>OTHER DOCUMENTS</b> <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>							
/A.R./	CA	Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33.197-205.					
EXAMINER /Akiba Robinson Boyce/				DATE CONSIDERED 07/08/2008			
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							